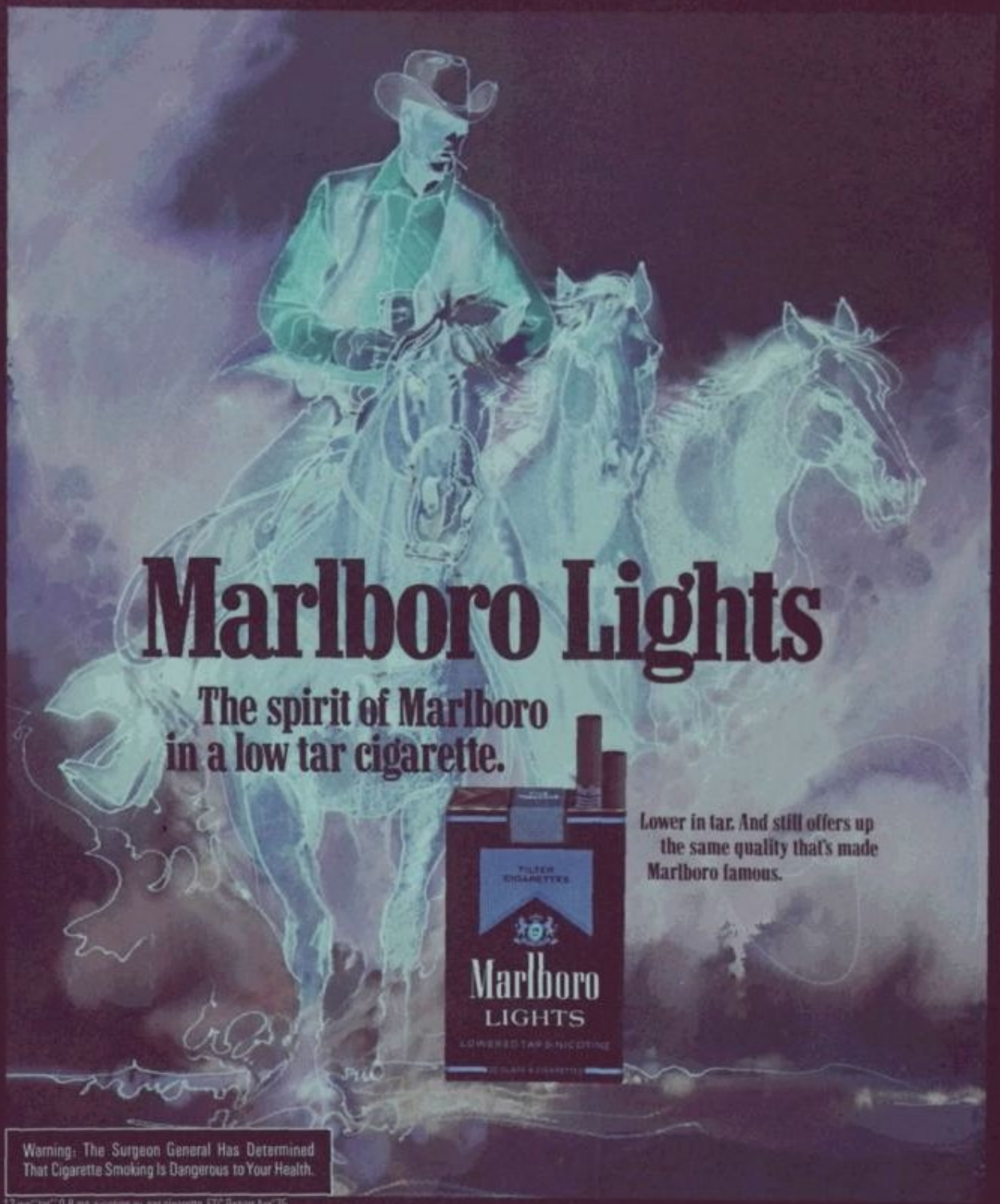
LEO BURNETT U.S.A.

Ad No. 3629 – Water – Reg. No. 20665 – Back Cover – 9¾ x 12 inches – Rolling Stone, 1975 (A)

Printed in U.S.A.


Marlboro Lights
The spirit of Marlboro in a low tar cigarette.
Lower in tar. And still offers up the same quality that's made Marlboro famous.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

12 mg. "tar," 0.8 mg. nicotine av. per cigarette, FTC Report Apr. '75

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Source: https://www.industrydocuments.ucsf.edu/docs/rkxn0003

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